Docket No.: 28944/50034

(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Eric Stievenard

Application No.: 10/575,459

Filed: April 12, 2006

For: Product Display Shelf

Confirmation No.: 3196

Art Unit: 3637

Examiner: To be assigned

RESPONSE TO RESTRICTION REQUIREMENT

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Dear Sir:

In response to the election of species requirement dated July 2, 2009, Applicants hereby elect Species 2, without traverse. Species 2 corresponds to FIGS. 4 & 5, and claims 1-6 and 8-10. A prompt review on the merits and allowance of same is respectfully solicited.

Dated: July 24, 2009

Respectfully submitted,

Thomas A. Miller

Registration No.: 40,091 / MILLER, MATTHIAS & HULL

One North Franklin Street

Suite 2350

Chicago, Illinois 60606

(312) 977-9903

Attorney for Applicants